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data to and receive on-line data from a remote site for on-line interaction via the interactive image between the viewer and the remote site.

3. (Amended) A receiver as claimed in claim 1, wherein the information data comprises program data and the processor is arranged to execute the programs contained within the information data.

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4. (Amended) A receiver as claimed in claim 3, wherein the processor is arranged to respond to said viewer manipulation of the input device in accordance with instructions included in said programs.

5. (Twice amended) A receiver as claimed in claim 1, further comprising a store for storing template data, and wherein the processor is arranged to construct the data representing the interactive image from received information data and the stored template data.

6. (Twice amended) A receiver as claimed in claim 1, wherein the image data comprises video image data, and the decoder comprises a converter for converting said image data into data representing a video image for display in the interactive image.

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10. (Amended) A receiver as claimed in claim 1, further comprising a store for storing the on-line data received via the modem.

11. (Amended) A receiver as claimed in claim 10, wherein the processor is responsive to the on-line data received via the modem.

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14. (Twice amended) A receiver as claimed in claim 1, wherein the processor is arranged to form the interactive image as plural interactive screens that are individually displayable.

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18. (Twice amended) A receiver as claimed in claim 14, wherein said interactive screens are of a predetermined size and

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wherein said data representing an interactive image represents an image larger in size than the predetermined size, and the processor is arranged to derive data representing one of the interactive screens from said data representing an interactive image.

28. (Twice amended) A method of interacting with broadcast interactive services using a receiver for receiving broadcast digital television signals representing both image data and information data, the receiver comprising a modem for establishing a telecommunications link, the method comprising:

receiving said television signals;

separating the image data and the information data;

storing the received information data;

responding to the stored information data by outputting for display data derived from said image data and said information data and representing an interactive image;

receiving commands signals from a viewer operable input device; and

responding to received command signals by varying the interactive image and causing the modem to establish a telecommunications link a remote site for on-line interaction via the interactive image between the viewer and the remote site.

46. (Amended) An interactive services interface comprising:
a first broadcast entry level for enabling a user to select from a range of available service types;

a first broadcast interactive level, entered by user selection of a service type in the entry level, for enabling the user to select from a group of service providers of the selected type;

a second broadcast interactive level entered by user selection of a service provider in the first broadcast interactive level, for enabling the user to select from a range

of classes of goods and/or services available from the selected service provider;

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a third broadcast interactive level, entered by user selection of a class of goods and/or services, for enabling the user to select goods and/or services from the selected class; and

a second broadcast entry level, different than the first broadcast entry level for enabling a user to enter directly a predetermined one of the first, second and third broadcast interactive levels.

69. (Amended) A interactive services interface as claimed in claim 46, further comprising;

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a first on-line interactive level entered from one of the three broadcast interactive levels for establishing an on-line connection with a remote site and for enabling the user to place an order for the selected goods and/or services with the remote site;

a second on-line interactive level, entered by placing an order for the selected goods and/or services, for enabling the user to complete the order with the remote site; and

a third on-line interactive level, entered by completing the order, for enabling the remote site to confirm acceptance of the order with the user.

Cancel claims 2, 34, and 54 without prejudice or disclaimer.

REMARKS

Claims 1, 3 through 8, 10 through 33, 35 through 53, and 55 through 69 remain pending in this application. Reconsideration of this application in view of the foregoing amendment and the following remarks is respectfully requested.

Claim Rejections - 35 U.S.C. § 102

Claims 46 through 50, 52, 55 through 58, and 69 are rejected under 35 U.S.C. § 102(e) as anticipated by Burke, US 6,026,377.